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John D. Clark Appointed To Membership On U. S. Industrial Board

Clark, John D.

PROMINENT FLORIDA CITRUS FIGURE AND PRESIDENT
WAVERLY GROWERS COOPERATIVE RECEIVES RECOGNITION
IN APPOINTMENT ON NATIONAL BOARD.

The Florida citrus industry was given a place last week on President Roosevelt's council for industrial progress through the appointment by George L. Berry, federal industrial co-ordinator, of John D. Clark of Waverly as a member of the board that will formulate a new industrial program for the nation.

Clark's name was submitted by the Florida citrus commission, and Berry said a better representative of Florida growers, shippers and canners could not be found.

"I am happy to welcome Mr. Clark to our council," Berry added. "He will sit with others representing trade association, labor, industry, investors and business when the council meets Dec. 10 to map an industrial and business program for the guidance of the next congress.

Value of Citrus Industry

"The inclusion of the great Florida industry on this commission will be of especial value to the growers, shippers, grove workers, canners and all others it represents because it will have a part in saying what shall be

our future business policies and regulations.

"Although the industry has accomplished much through government aid, particularly in its marketing problems, it has been working single handed. Now it has a voice with the biggest business of the country."

Berry explained the council was organized by President Roosevelt in an effort to present a united front in demands for a new social order.

Says It Has Done Wonders

"Already it has accomplished wonders," he said, "in getting labor, industrial management and investors together in a harmonious program beneficial to all classes."

"This program has included recommendations on hours and wages, government competition in business and tariffs.

"The council heretofore has not represented all business, but more business men, fortunately, have seen the need for our work since the recent election and more will be at our table at the next conference. To-

gether, council members will be able to speak for millions of workers, industrialists and investors."

Clark was nominated for the council by a unanimous vote of the Florida citrus commission because a resolution said, he is exceptionally well qualified to represent all phases of the industry."

He is a large citrus grower and long has been active in co-relating activities within the industry. He is president of the Waverly Citrus Growers association and vice president of the Florida Citrus Canners' Co-operative of Lake Wales.—The Tampa Tribune.

In citrus growing, beauty goes hand in hand with profit. A healthy tree is a beautiful tree — and a profit-earning tree.

Citrus growers should remember that the government, like the Lord, is willing to help those who help themselves.

IMPRESSIONS

.. By ..
Frank Kay Anderson

Why financial writers should be making so much of the upturn in the earnings of U. S. Steel is a puzzle. The reason is plain enough to anyone who may visit Forest City, Florida. It is Chester Fosgate. That is, if one looks over the new addition of coloring rooms, loading sheds, garages and what not now appended to the big steel packing house of the Chester C. Fosgate Co., and these all of shiny steel also, it is plain that the orders for the materials therefor must have made Pittsburgh happy. Coupled with the building, also of steel, of the marmalade and preserving plant erected a few years back, Chester Fosgate now has an imposing little city of steel buildings. Standing as they do, all alone in the midst of orange groves and pine woods they make a strong contrast with their surroundings. It is apparent that Chester Fosgate is all ready for almost anything, except a fire.

The apple pie order of everything about the Fosgate packing house and buildings, with the artistic and landscaped office building nestled among them, is refreshing too. We are under the impression that when he was a kid Chester Fosgate always put his blocks away when he was through with them.

Forest City is just a cross roads, not even a hamlet. When the big packing house closes down there isn't even a store or a filling station operating there. But it is beginning to be an example of what comes of some attention to beautification. Chester Fosgate led off with planting some ornamental palms on and about his property. Later when "Doc" Estes, the well known mayor of Orlando, and associates set out their big Magnolia Groves property there they planted a line of cocus plumosis palms all around the borders, and a double line down the main entrance drive. Now, after a few years, these have made a fine growth; and the resultant effect is most pleasing.

Speaking of scenic effects reminds —we were passing Albert Martin's pasture on the edge of Apopka, and

a strange sight met our eyes. There in the very pasture which used to serve as the abiding place of the famed, and intellectual, Albert Martin bull, was grazing, what would you guess? a covey of sheeps. To a fellow with cow-man sympathies this was unthinkable. From a modern, commercial standpoint it was inexplicable. A famous trademark being thrown into the discard. As well imagine a brown cake of Ivory Soap. Why the co-identity of Albert Martin and of his famous intelligent bull had become so established that a lot of people never thought of Crown Tissue Wraps and Albert Martin without thinking of the bull. And now—just a bunch of baa-baas!

At Cowes on the Isle of Wight early in September our daughter and her husband encountered Florida

grapefruit on the luncheon menu. It showed itself to be widely popular, too, among the English lunching there. Inquiry developed it was none other than Ralph Polk's Hearts of Grapefruit, hailing from Haines City. Naturally enough it must be the canned product to be on the table in early September in England. The canned product seems to be enjoying great popularity in the British Isles at present; but at that it cannot be hurting the sale of fresh grapefruit appreciably. Bearing in mind that it was not so many years ago when we aided in officiating in connection with the first real commercial exports of fresh grapefruit to England.

We mentioned this Cowes incident to Paul Stanton, of Florida Fruit Cannery Inc., at Frostproof, and, of (Continued on page 10)

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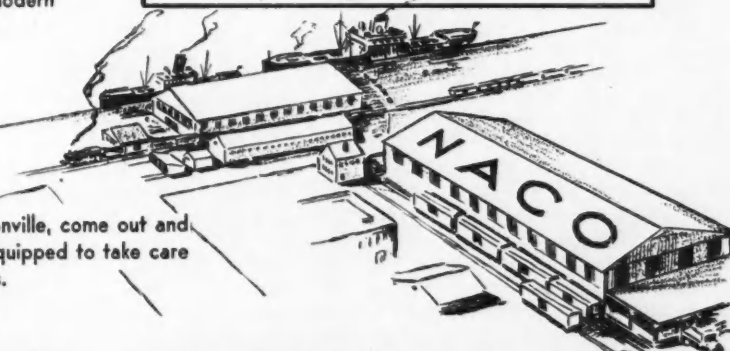
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THE FUTURE OF CITRUS

A recent announcement of the result of a survey by the Bureau of Economics of the U. S. Department of Agriculture forecasts a heavy increase in the production of citrus fruits as the result of recent plantings and the coming into bearing of millions of young trees in Florida, California and Texas.

As a result of this anticipated increase, particularly as regards grapefruit, the Bureau of Economics foresees a period of overproduction and paints a gloomy picture as regards prices and profits to the growers.

No well informed person will question the accuracy of the forecast of increased production. Nothing but an upheaval of nature can prevent a heavy increase in production when all the recently planted young trees come into bearing. Texas, with its millions of non-bearing trees soon to become bearing, will become a vital factor in the situation. Florida still has a heavy acreage of non-bearing trees which must be reckoned with in the near future. In that respect, the Bureau of Economics is well informed and the findings of its survey must be accepted.

But the conclusions arrived at by the Bureau in regard to prices and profits may well be questioned. If citrus growers, and particularly grapefruit growers, are content to "let things ride" there will be an overproduction and consequent low prices and lack of profit. But if the growers of Florida, Texas and California are alive to their own interests, there need be no overproduction—and no lack of profit.

If growers will produce none but the very best quality of fruit, if they will pay more attention to the appearance of their fruit, if they will see to it that none but quality fruit finds its way to market, if they will demand that proper distribution be observed by shippers and that proration orders be strictly enforced, and above all, if they will contribute liberally to advertising funds to stimulate a wider and greater consumption of citrus fruits both at home and abroad, there will be no need for fear and growers can face the future of the industry with confidence.

But growers must recognize the fact that consumers will not pay profitable prices for unfit

fruit, they must recognize that glutted markets will not take an oversupply at profitable prices, they must realize that haphazard methods of marketing are obsolete, and they must realize that on them alone rests the responsibility of stimulating interest in and creating a wider demand for their product through judicious and extensive advertising of their product, just as the makers of chewing gum or the manufacturers of automobiles create a market for their wares.

Citrus growers do not need to worry about over-production — the trees are planted and only nature can reduce the crop. What the growers need to worry about is the production of quality fruit, the matter of proper distribution and the adoption of proper methods for extending consumption of their product. If they will solve these problems, which can be solved only by themselves, they can let the Bureau of Economics worry about overproduction.

FLORIDA HONORED (ed)

High honor has come to Florida through the appointment of John D. Clark of Waverly as a member of President Roosevelt's Council for Industrial Progress, an organization which will formulate a new industrial program for the nation.

Mr. Clark was suggested by the Florida Citrus Commission and the appointment was made by Mr. George L. Berry, Federal industrial coordinator, who said that a better representative for Florida growers, shippers and cannery could not be found.

The Council for Industrial Progress was organized by President Roosevelt in an effort to present a united front in demands for a new social order.

Mr. Berry explains that the Council has already accomplished wonders in getting labor, industrial management and investors together in a harmonious program of benefit to all classes. This program has included recommendations on hours of labor, wages, government competition in business and tariffs.

It is believed that the inclusion of this great Florida industry on the board will be of practical value to growers, shippers, cannery, grove workers and all others connected with the industry, because it will have a voice in formulating future policies and regulations.

The appointment of Mr. Clark will be particularly pleasing to the citrus interests of the state by whom he is recognized as one of the foremost leaders in the industry whose fitness for the important post to which he has been appointed was emphasized by the unanimous vote of the Florida Citrus Commission in a resolution setting forth that he is exceptionally well qualified to represent all factors in the industry.

Mr. Clark is a large citrus grower, president of the Waverly Citrus Growers Association, and has long been active in promoting the activities of the industry. His appointment is a distinctive honor to Polk county and a deserved recognition of the importance of a leading Florida industry.

Citrus Tree Form And Production

By H. D. Clark, Pomona, In California Citrograph

(Editor's Note—Mr. Clark recently addressed the Claremont Pomological Club on the subject of pruning and his talk gave rise to many questions and a liberal discussion.)

In the early history of commercial fruit growing, it was determined that the natural or center stem type of tree was poorly adapted to fruit growing.

Accordingly the practice of cutting back the young tree when it was a single stem or a whip was begun in order to make it branch into a multi-stem framework. It was a general idea that this framework should be comprised of three to five main frame limbs, properly separated to create balance and to allow each frame limb ample space to grow and to support fruiting branches.

Citrus growers in general seem to have lost sight of this basis principle and plan in an eagerness to obtain the largest possible production in the shortest possible time. In the failure to carry out this original plan the value of tree form on production was lost sight of, and a policy of tree neglect became the rule, resulting in the hedge or "hay-stack" type of tree or a typical ornamental and shade tree, which is the common mature citrus tree.

In the past, citrus growers were successful so long as fruit prices remained high, and to correct or improve tree form at any cost of immediate fruit was, and still is, unthinkable to many growers. The decreasing quality, as well as quantity, of fruit produced in the older groves throughout the country is now awakening growers to the error of the early tree neglect and the pressing need of doing something with these trees to improve their efficiency. In this effort, the changing of soil and fertilizer practices has not solved the problem, and particularly has failed to overcome the habit of alternate seasons of fruiting, or "off-and-on" production, which is so common in mature orange trees.

To maintain efficient and regular production a tree must, each year, produce good wood growth and leaves. This new growth and leafage must in turn obtain good sunlight exposure, in order to produce

good fruit buds for the following year's crop. This can only be accomplished by maintaining a constant and healthy root activity — first through a proper aeration and fertility of soil; and secondly, a proper aeration and exposure to sunlight of the tree top, which must include all fruiting branches and new growth, throughout the tree. Under uniform and good growing conditions, citrus trees blossom and set their fruit in the spring, and produce fruit buds in the fall. Good leaf activity in the fall governed by vigor and exposure of new growth and leaves, may therefore govern the fruit set for the following crop.

The location of fruiting wood and new growth governs its relative vigor—the closer in, the more vigorous. If this close-in growth gets sufficient sunlight, it becomes the most valuable fruiting wood in the tree.

In the common round-top and dense-wall citrus tree, there is too little sunlight and space inside, or close-in, for this better fruiting wood, so that production is restricted to the weaker, but exposed surface growth and ends of old drooping branches. Such a tree produces little or no inside fruit, but much small fruit, and inside dead wood.

Effect of Tree Form

Tree form, therefore, governs inside light and space for inside and close-in fruiting wood and growth, as well as vigor and the amount of

exposed fruiting wood in the tree. It should therefore be evident that pruning of a fruit tree without regard to tree form is of very limited and temporary value. No fruit tree can be efficient so long as it carries and supports inside or center pole-like limbs which crowd out inside fruiting wood and create shade within the tree.

The pruner must never overlook the fact that a tree's structure is formed by the frame limbs, and that frame limbs are only for the purpose of producing and carrying fruiting branches and each frame limb should have ample fruiting space about it to carry fruiting branches on all sides, inside as well as out. This compels a good separation, and limits the number of frame limbs in the tree. At a height of 10 feet, this separation should be not less than six feet across the center and five feet elsewhere.

The basic features of a proper fruit tree type or form are:

- (1) Maximum sunlight or fruiting area for tree size.
- (2) Minimum number of frame limbs to obtain tree balance and openness.
- (3) Uprightness and strength in frame limbs to support a maximum number of fruiting branches and crop.
- (4) A size and form of tree for economical and efficient handling.

(Continued on page 19)

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IMPRESSIONS

(Continued from page 6)

course, he had a quick come-back. He told us of the experience this summer in England of a gentleman from Polk County who is connected with the management of the Bok Tower. He, it seems, was served grapefruit during a British luncheon. Of course, he wanted to know more about it, so they brought in the can, which bore that picture of the Bok Tower which distinguishes Latt Maxcy's well known Singing Tower brand of grapefruit.

That come-back should have floored us, but with our well known sangfroid we simply turned to Mrs. Stanton and switched the conversation to the subject of dogs. Few better qualified than she on that subject. If ever you have seen some of those magnificent English bulldogs she raises, you'll know what we are talking about. We long wondered how the Stantons could afford to feed those splendid big animals until last winter when Major Edward Keenan, also of Frostproof, as recorded in these columns, wrote to the editor of Time magazine concerning the beneficial effects upon dogs' coats of a grapefruit diet.

We regret we failed to attend the latest shrimp and beer supper of the Florida Traffic Golf Assn. That is a fine crowd to foregather with; and, of course, we know just about what to do with any given (emphasis on the "given") amount of shrimp and beer. We camouflaged our personal sacrifice with suitable excuses to Fred Godfrey of Orlando, president of the association, and to Messrs. Commander, Lawrence and Joe Gentile, Woolfolk, Howard Phillips et al as the hosts of the occasion. However, truth will out, so we admit we made the sacrifice for the benefit of a very fine lady in Jacksonville. Of course, she didn't ask it, wouldn't ask anything of the kind, but learning that Mrs. Frank Salisbury, wife of the traffic tycoon of the Louisville & Nashville R. R., was worried nearly to death concerning her well known husband, we just stayed away from the affair and thus removed the competitive element.

A year ago we related herein how we had scored only as runner-up to Frank Salisbury in the shrimp eating contest which resulted from our being brought together at the then supper of this same association. We told how we had quit when we felt something oozing out of our ears,

THE CITRUS INDUSTRY

December, 1936

and ascertained it was shrimp. Thereafter we just sat back in defeat, and watched Frank Salisbury put away shrimp for another half-hour or so. He did it with such apparent ease we never dreamed he was extending himself, in the stress of the first serious competition ever he had encountered. We came to realize the full nature of his competitive spirit, and how he had been traveling on his nerve, so to speak, only much later, when we heard that for weeks thereafter all night long his arms and legs had moved in gentle, swimming, motion; and how he had been unable to wear a hat for a long period thereafter because his hair had continuously been in motion, gently waving to and fro, as if swinging in the tide.

An odd situation for Florida, with two contenders from among the citrus ranks for the position of United States Senator, in the persons of

Judge Andrews and Howard Babcock, both from Orlando, too. No matter who won, the citrus cause was bound to be the winner. For it is an odd commentary that with citrus the admitted big industry of the state, Florida representation in congress long has been emphatically non-citrus. In fact on numerous critical occasions in the recent past it has been necessary for citrus factors to sit down with the Florida representation at Washington and painstakingly explain even the basic a., b., c., of citrus matters to avoid action there actually inimical to the Florida industry.

Now the industry in Florida can look to Judge, pardon, Senator, Andrews to translate its needs and views to the other members of the Florida delegation in such words and manner that they may understand and be of aid, instead of detriment. They
(Continued on page 15)

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Fruit Production And Marketing

... To Increase

A rising volume of production and sales of fruits during the next few years was forecast recently by the Bureau of Agricultural Economics reporting on the near-term and long-time outlook.

The bureau, summarizing the outlook for fruits, said:

"The combined supplies of all fruits are in general increasing and can be expected to continue upward for the next 4 or 5 years. A possible slight decline in total apple and peach production will be offset by larger production of citrus fruits, grapes, and cherries. Pear supplies are probably nearly stable at present levels with some slight increase possible.

"The outlook for the fruit industry as a whole is considerably influenced by the level of income of consumers. Consumer demand for all fruits is such that large crops tend to result in about the same gross income as do small crops. The total income from fruit depends mainly on consumer buying power. This, of course, does not mean that growers of all fruits can expect prices to increase regardless of size of production.

"The citrus industry as a whole may expect declining prices as the crop increases with the increase in bearing acreage and, more particularly, the increasing production of trees already in bearing. Apple and peach growers, on the other hand, might expect some improvement in prices. But increased buying power of consumers will be a favorable influence on prices even in those instances in which total production is excessive, and the gross income from sales of all fruits combined will probably move upward with the increases in consumer income.

"The acreage of citrus fruits, particularly grapefruit, appears to be excessive. With a very great increase in production in immediate prospect it is highly unlikely that average prices during the next 5 years will be improved greatly over those of the last 2 or 3 years. Apparently apple production is still following a downward course and the number of trees now in orchards is at a lower level than at any time during the last 25 years. Some improvement in

prices received by producers may be expected. Peaches are at a point where production is about stable, with some decline indicated. New plantings, however, are going in rapidly in the south, and the danger lies in over-planting at this time. The anticipated production under average growing conditions of peaches for the fresh market is not in excess of market requirements.

"It seems probable that present acreage of all varieties of grapes is sufficient, with average growing conditions, to meet all needs during the next 3 or 4 years. Cherry production will continue to advance. Pear production seems to be about stable at the present level with the possibility of some small increase in trend during the next 3 or 4 years. About one-fourth of the pear crop is exported. Consequently, the outlook is considerably influenced by the turn of events in foreign countries.

"Total exports of fresh dried and canned fruits in the 1935-36 season, July to June, were valued at \$94,729,000 compared with \$70,850,000 in 1934-35. Fruit exports constituted the third most important group of agricultural exports, being exceeded only by exports of cotton and tobacco. The volume of fruit exports declined less during the depression than most any other group of agricultural exports.

"World production of most fruits is increasing. Consequently, keener competition may be expected in world markets in the future. However, if the American fruit industry continues to improve the quality of its product and to maintain high export standards, there should continue to be a profitable outlet for substantial quantities of fruit in foreign markets.

"Demand conditions have continued to improve in many countries during the past year. Prices of most products, including fruit, appear to be trending upward.

"The move towards stabilization of currencies, which has been coupled with a reduction of trade barriers in several countries, and the reductions of duties and other import restrictions secured under the trade agreements program are favorable factors.

"The Trade Agreement Act of

June 12, 1934, has resulted in some valuable concessions on fruit. In every one of the 14 agreements signed to date concessions have been obtained of direct benefit to the domestic fruit industry. All the countries with one exception (Nicaragua) have given concessions on fresh fruits.

"With the exception of Brazil all of the countries with which agreements have been signed have made concessions on dried fruits. Every one of the 14 countries with which agreements have been concluded has granted concessions on canned fruits."

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What Men Think About The Robinson-Patman Act

BY GORDON C. CORBALEY, PRESIDENT,
AMERICAN INSTITUTE OF FOOD DISTRIBUTORS, Inc.

The American Institute of Food Distribution, Inc., in working on details of "what is to come under the Robinson-Patman Act," has found some rather startling changes in distribution methods in the food industry.

Food executives were caught off guard when the law was passed June 19. They sent for their attorneys and many found themselves worse off than ever because of the many trouble spots attorneys located in the law. During the four months since June 19, there has never been a time when the law was out of the minds of the leaders in the industry.

There has never been a time when the food trades were so concerned about one matter or so disturbed about what might happen next.

These changes in practices have taken place among manufacturers, corporate chains, voluntaries, cooperatives, etc. Two of these groups have been checked carefully to date by the Food Institute. Here is the general attitude of a food manufacturer and a chain store operator toward the Robinson-Patman Act:

From a manufacturer with well advertised brands, nationally established — "We were against the law. We don't like the New Deal and thought this was cracked-brain legislation.

"Now we are for the law. We see that we were giving away a great deal of money for rather perfunctorily handled allowances where we were not securing much value.

"Temporarily we have saved money by stopping these allowances. Our volume has continued to increase. The summer boom in food prices probably helped that. We haven't lost the friendship of any really desirable distributors although our men have had to spend much time explaining and promising to keep buyers friendly.

"We do feel that we will need to continue to invest an important part of our income in arrangements which will keep our worthwhile customers interested in promoting and featuring our brands. We think we see how to do that under the law in such a way as to be reasonably fair to every-

body. We are well along in shaping new plans but are not in a hurry about putting them into effect because we don't have to do that now to hold our present volume and we are naturally concerned about waiting until Washington gets into the serious business of determining what the law actually means.

tinue to give graded quantity dis-

"We don't see how we can con-stop concessions for quantity at a counts. Our present thought is to carload.

Then we will compensate the distributor definitely arranging for effective advertising, retail store featuring and selling activities which we can justify under the law because the distributor will be doing selling work for us fully worth the amount of money paid—will be relieving us of costs approximately equal to the amount of money he gets.

"Contracts with distributors will necessarily be different. No two of them have the same advertising and selling services to offer. But we do believe that these contracts can be made logical and fair by approximately following certain standards where we will be compensating each distributor in proportion to what he is actually able to do — will save us that amount of money in our own advertising, window display service, speciality selling, etc.

From a medium-sized chain store operator — "We were bitterly against the law, principally because it seemed to us to be anti-chain legislation. We have never tried to go behind the

brokers. Services from local brokers are too important to our buyers. However, we have had many special who have insisted on coming to us deals with packers and manufacturers direct.

"We were collecting enough money in various forms of allowances to more than cover our cost for advertising.

"Now we are for the law. It has improved competitive conditions and has forced us into new methods which we should have adopted on our own initiative.

"We have been deprived of a lot of money from advertising allowances but our checking of individual items seems to show that we are actually ahead on items where we were following a plan of featuring certain brands every two or three months at a slight mark-down in the retail price. Amount of money we gave away in these mark-downs was frequently more than the money received by us as concessions.

"We are still carrying these items in our stores. Most of them are a little off in volume but not seriously so. We have been able to mark up the retail price of many such items because our principal chain competitor has done so. Evidently they were figuring their promotional concessions off their cost. Now they are concerned about collecting better margins. Possibly this mark-up is to strengthen the demand for the competing brands which they are offering under their own labels. We can see

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Magnesium And Magnesium Lime In Controlling Bronzing Of Citrus

BY O. C. BRYAN, PROFESSOR OF SOILS,
UNIVERSITY OF FLORIDA COLLEGE OF AGRICULTURE

The citrus growers in many sections of Florida are much encouraged over the use of magnesium to control a problem commonly known as "bronze" or bronzing, which has an outward appearance of a copper color or a bronze cast, over the leaves but careful examination shows that the discoloration is not uniform on even the individual leaves nor over the entire tree. It is most commonly associated with leaves on heavily fruited branches. As a rule it is more noticeable in the late summer and fall, fluctuating somewhat with the heavy and light crops. It causes a marked reduction in the growth and production of the trees and has been for a number of years giving the growers in many sections of Florida grave concern.

The use of magnesium to alleviate the bronze problem grew out of a using the soil amendments, positive citrus in which magnesium lime was used with a number of cooperative growers. After a year or two of using the soil amendments positive stimulation to both the leaf condition and color, and the growth of *Crotalaria* was observed. As a result of these observations the growers of Florida are now using more than twenty thousand tons of magnesium lime annually, besides a considerable tonnage of magnesium sulphate. The tonnage is increasing each year. These materials are used both in mixed fertilizers and as a direct application to the soil. During the past three years three magnesium lime plants have been established in Florida for the purpose of supplying the farmers and growers needs.

Since magnesium is a constituent of the chlorophyll — the green coloring of the leaves — it is reasonable to expect that a deficiency of magnesium would result in a reduction of chlorophyll and an abnormal leaf discoloration besides a reduction in

the number of leaves. Similar observations have been noted with many other crops in the southeastern states where magnesium has been a limiting factor.

Field trials show that magnesium deficient citrus leaves appear to absorb less calcium than normal leaves. Moreover, control studies here at Gainesville show that magnesium deficient citrus trees are similar in appearance and outward symptoms to those in the grove commonly referred to as bronzed.

In some places severe cases of bronzing have been partially alleviated by the use of magnesium sprays in a manner similar to bordeaux or zinc sprays. This appears to be most effective if applied when the trees are in an active growing condition. But on the whole the magnesium sulphate sprays has not been as effective in controlling bronze leaf as has zinc sulphate been in controlling frenching of citrus. This would be expected, on the assumption that the amount of magnesium in the chlorophyll is very large compared to the amount of zinc needed for normal leaf development. The amount of magnesium in a healthy leaf may be as high as $\frac{3}{4}\%$, or more in citrus. Therefore it would be unlikely for the leaves to absorb sufficient amounts to supply their needs.

Field observations show that where growers regularly include magnesium carrying fertilizers the bronzing problem is not significant. This is particularly noticeable with potash carrying magnesium salts.

For most purposes magnesium lime applied broadcast over the soil is perhaps the most economical method of treating bronzed groves. It is not as readily leached, nor as quick acting as the sulphate, but it carries calcium which may be a needed element in some soils. Moreover magnesium lime will serve as a neutralizer of acids

resulting from the use of acidulating fertilizers, and may be even incorporated with the fertilizer without harmful effects. As a rule three to five hundred pounds of magnesium lime per acre will be sufficient to take care of soil and crop needs. This may be applied annually, but growers should guard against increasing the reaction of the soil to a higher level than pH 6.5.

Since magnesium lime is not soluble in water its beneficial effects will be slower than that of the soluble sulphate. But where the lime is mixed in with the soil and organic matter the solubility will be rapid enough to supply tree needs.

Bronzed trees in the fall should have an application of magnesium lime before spring, so that it could be mixed into the soil before the next growing season.

It should be pointed out that all yellow discoloration of leaves are not due to magnesium deficiency. Any reduction in chlorophyll may produce an abnormal or off-color leaf. Of course the nitrogen deficient leaf is uniformly yellow and easily recognized, while leaves deficient in manganese, iron and other elements will have irregular yellow discoloration, which may be mistaken for bronze. Moreover, magnesium lime will not alleviate all cases of bronzing, especially where other elements are deficient. Therefore, to secure the best results with magnesium for bronzing, the trees should be given all the other necessary fertilizer nutrients and result in a more economical production of the citrus crop.

Citrus County's junior 4-H clubs will have the largest total membership they have ever had during 1937, according to Mrs. Elizabeth Moore, home agent.

Small Shippers To Pool Pro-Rate

Establishment of an allotment pool to help small shippers was approved by the Florida Citrus Control Committee November 11, after recommending to Secretary of Agriculture Wallace that proroates on interstate fruit shipments next week be the same as this week.

Shippers whose allotments are not large enough for commercial shipments can pool their prorates, under the new plan. J. E. Cloughley, pro-rate chief, explained that shippers in the pool will not be able to ship more fruit during the season than their regular allotments permit, but will get them in larger quantities at different intervals.

A further limitation of grapefruit shipments, now restricted to 600 cars a week, would not materially increase market prices and might seriously curtail the distribution of the Florida crop in central states, as long as there is no regulation of the Texas movement, shippers told the Committee. They also said it would handicap grapefruit promotions to be started by large retail store groups next week.

Several shippers suggested that volume restrictions on grapefruit be removed entirely. The Committee decided against this when W. E. Leigh, Florida representative of the AAA, said that the federal government expected to approve a marketing agreement for the Texas citrus industry in the next two weeks. Committee members indicated, however, that if Texas does not soon regulate its shipments they might favor lifting volume restrictions on Florida shipments.

Mr. Leigh told the Committee that the federal government expected to buy oranges and tangerines, as well as grapefruit, for its relief agencies, and that its price for these fruits would be announced in the next week or ten days. He said that the AAA's grapefruit purchase program would be extended to Texas, and that the government expected to maintain its Florida price, which gives the grower 34 cents a box on the tree, throughout the season.

Chairman L. P. Kirkland asked shippers to consider an amendment to

the marketing agreement which would permit volume proration of shipments to eastern and central territories separately. This, he explained, would make it possible for the Committee to prevent unduly large shipments to Atlantic seaboard markets enjoying low freight rates, which the present method of blanket volume proration has failed to stop. He said that AAA officials had told him they would consider such an amendment.

"I feel better about the grapefruit situation than I have for some time," Mr. Kirkland said. "Things are happening which will improve conditions. Most of the canneries will be operating in another week, and the fruit which they and the government take will relieve the situation. Our fruit now is of better eating quality, and our advertising and sales promotion activities are increasing the demand for it. When Florida and Texas both regulate their shipments there will be an improvement in northern market prices."

Shippers told the Committee that the maturity tests on oranges and tangerines made larger shipments unlikely next week. Present prorates on these fruits, which the Committee recommended be continued next week, do not limit the volume of their interstate movement. Shipments of cull and third-grade tangerines and grapefruit are prohibited. Tangerine shipments also are limited to sizes 216 and larger, with an allowance of 5 percent for smaller sizes.

A regulation requiring canneries to collect the 3 cent advertising tax on grapefruit which they handle was approved by the Commission, following the Control Committee meeting. Secretary F. E. Brigham reported that the regulation had been approved by canners handling nearly 90 percent of the Florida grapefruit pack. Last season canneries collected the tax only on fruit which they bought from unlicensed dealers, shippers paying the tax on fruit they delivered to them.

The Commission also adopted a regulation changing the maximum color which can be applied to "color added" oranges, beginning next Monday, to that shown by the mid-season color chart used last year.

WHAT MEN THINK ABOUT THE ROBINSON-PATMAN LAW

(Continued from page 12)

how that may later be serious for the manufacturer who increases the effectiveness of his advertising.

"We can see probability that the small manufacturer who has been getting a lot of business through large allowances to distributors may face a serious problem unless he learns to do effective advertising.

"It is our hunch that well established manufacturers will actually gain under the law if they seriously turn attention to more effective advertising on their own account and in space purchased from chains, voluntaries, cooperatives and outstanding retailers.

"Greatest advantage to us under the new law has accrued from the way we have had to reorganize our promoting.

"We are advertising and featuring about half as many items as formerly. We pick these carefully because we want them to get results. Response of consumers is much greater. Average housewife buys more at these special sales because she recognizes that they are real specials, which will probably not be featured at other retail stores.

"It is true that many of these specials are under our own brands or under brands which competing retailers are not handling — brands from manufacturers who really cooperate with us. We have picked those for featuring because our experiences in recent weeks have shown us that these are the specials which get results. That may ultimately work against manufacturer's brands. This will depend on the effectiveness of the advertising by the individual manufacturer. We expect to continue displaying in stores any brands for which there is real demand by consumers."



IMPRESSIONS

(Continued from page 10)

are all good fellows, patriotic enough, and willing enough, but it is desirable that they know what they are talking about. Hardin Peterson and Mark Wilcox have a real desire to serve, and a whole lot of ability, but their citrus information is only partial; and in many instances matters in Washington are far advanced before a representative has a chance to attempt to function, though the opinion of the senators may be sought early.

We noted that recently Congressman Lex Green of Starke got down as far as Orlando. Unfortunately the fruit hadn't colored well then, and we are not sure he saw an orange or grapefruit tree in such manner as to know what it was. Personally, we haven't a thing against Congressman Green; but we do wish, right out loud, that he would never mention Florida citrus or vegetables in congress until such time as he learns something of what he is talking about. Quite likely he would be amazed, and probably hurt, to learn that in our humble opinion he has done much actual damage to these important Florida industries by his erroneous statements upon the floors of congress, not to mention action and talk before committees and individuals.

The revered late Senator Fletcher knew just a little about citrus. Just enough to prove that a little knowledge is a dangerous thing. His own venture into citrus growing was not so notable. We recall some years ago a Florida packer jubilantly telling of how he had signed up Senator Fletcher's grapefruit crop for marketing. A bit later he was not so jubilant. It seems that the ten acre grapefruit grove in Dade County had yielded a total of 220 boxes. Of course, it cost a lot to pick that small yield from ten acres, and then the quality just wasn't there, so it was mutually a most unsatisfactory affair all around. From all we were able to gather, the late senator's citrus experiences were almost uniformly unsatisfactory, leaving him in a somewhat puzzled mental state in so far as this important Florida industry was concerned.

Senator Andrews, for all he may know, may not find his pathway so easy. Senator Hiram Johnson of California may not be a citrus man; but there has been abundant evidence

THE CITRUS INDUSTRY

that this forceful Californian all along is most cannily advised, to the end that nothing emanates from Washington which may be even slightly embarrassing to the Pacific Coast citrus undertakings, however it may affect other sections. And, notwithstanding Senator Johnson's nominal political affiliations, it will be found that he is very much in the saddle, particularly where the USDA and the AAA are concerned.

Mention of the USDA brings a wonderment as to just what ails the old, and once reliable, Bureau of Agricultural Economics of that department. Recently it sponsored an AP dispatch from Washington concerning the alleged overproduction of grapefruit which partook of the sensational. Two days later another outburst from the same source amplified, and if possible made worse, the first outbreak. In the first place, the wide public dissemination of such statements through the Associated Press must be definitely hurtful to prices in connection with marketing the current crop. Nothing so bad as to holler "too much" concerning any perishable foodstuff. In the second place, the figures upon which the statements were based are statisti-

cal figures which, while they have their value do not convey a necessarily accurate picture of the situation. Such figures fail to provide for the mortality among young citrus trees, and the various inevitable hazards which ultimately will prevent a good portion of them ever becoming commercial factors. In the third place, there is nothing of helpful nature to the grapefruit growers of the country in such publicity; and it is our impression that the excuse for the bureau's existence, and for the USDA

(Continued on page 18)

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Where fruit continues to fall from scale infestation we recommend spraying at once with ORANGOL.

The dilution is 1 to 65, making a very economical application.

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Orange Manufacturing Co.

Sprays

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Orlando, Florida

Agricultural Departments War On On Insect Pests

A new method and technique has been developed to stop the ravages of insects and other diseases which prey on the farmers profits, truck growers, and orchard owners. The loss caused each year by insects and blights to growing crops, shrubs and trees is enormous.

Agricultural Experiment Stations and the various State branches of the United States Department of Agriculture have spent enormous sums in an attempt to help this problem. Florida's truck and citrus growers have had to bear their share and perhaps more, due to the ravages, and are doing their utmost to combat these pests.

Only by constant spraying and dusting has any degree of control been possible. Vast sums have been invested in spraying equipment to do this work. The equipment developed has been largely horse or tractor drawn, equipped with an auxiliary engine or means for taking power from the wheels to distribute the spray or dust over the growing plants. To cover a large crop is a slow and laborious job and has always been a dirty one—hard on both man and beast. It is so slow that in many instances only a few acres can be covered in a day, and picture the grower and his team covered with spray or dust. This has always been an expensive process because of the small acreage covered each day often crops have not been treated at the correct time as it was impossible to get around to it. Now the cutagiro has solved the problem, solved it to the gratification of science and grower as well. Large areas can be covered in a very short period and at the correct time to successfully combat the insect or blight that is doing the damage. Further, the grower is free to do his regular work.

By its ability to fly slowly with safety an inherent feature and to achieve good distribution of the material used positive results have been conclusively demonstrated.

Autogiros are safe, safer than any plane ever built. Due to the angle of flight of a giro when spraying or dusting, great turbulence is given to the material — it swirls around

down up and over along the leaves and branches of the plants giving complete covering on all sides, particularly of the leaves. If, on the other hand, spray or dust is just thrown out over the fields or dropped by gravity on the tops of the leaves and branches, this does little good as many of the insect enemies are on the under side of the leaves and they can continue their attack on the plants and on the profits of the grower in perfect peace.

No tired and dirty horses and men. Many acres can be covered each day by a giro, and covered well. The truck crops are not damaged when one uses a giro but with ground equipment damage is often considerable and in some cases ground equipment cannot be used. Picture, for instance, tomatoes with the vines spread out all over the ground laden with ripening fruit. To put a ground sprayer through would mean inestimable damage, yet the giro can fly slowly overhead and do a real job. This is true of many other crops.

This new technique is due to the efforts of Giro Associates, Inc., of Wall Street, New York who have spent years in the development of proper equipment and sprays for this kind of work. Leading entomologists of the country cooperated in many ways, principally by the development of proper sprays for aerial spraying. But this science now in its very infancy is destined to go far in the solution of the farmer's problems, a science that has required much research.

A great deal of experimental work has been done by Dr. Headley, Chief entomologist in charge of the State of New Jersey Experimental Station located at New Brunswick, New Jersey. Dr. Pepper, entomologist of the same organization has been of invaluable assistance in the development of proper nicotine sprays for aphids on tomatoes and other crops.

A specially equipped giro of the Giro Associates of 99 Wall Street, New York will shortly leave its Northern hanger for Florida, stopping at Orlando where some demonstration work will be done and then head south for the truck crop

area west of Miami and of Palm Beach.

These queer looking craft with their great overhead rotating windmill blades always present an interesting picture, and whether on a cross country flight for business or pleasure or dusting or spraying crops never fail to attract attention.

CITRUS TREE FORM AND PRODUCTION

(Continued from page 9)

ling, covering pest control, picking and pruning.

Only an open-center tree can combine these valued and efficient features, providing a frame work or form which permits sunlight to reach all inside, as well as outside, fruiting branches and leaves—with upright and separate frame limbs to carry a maximum of exposed fruiting branches, creating little dead wood—and lastly provides a maximum capacity for its size and height.

Growers everywhere are beginning to recognize the need of inside light and openness of tree structure in the creation and vigor of fruiting wood, and that the only means of recovering or maintaining good production in the older groves will be through an elimination of surplus timber and top maintenance of an open tree form.

Most efforts to get more inside light in citrus trees have been of little value and many growers consider wasted the money so spent. This is also the growing attitude towards the usual dead wooding jobs, particularly inside dead wood. Neither of these practices create or make room for new fruiting wood, which is the real value and should be the aim of pruning in a mature tree. The creation and value of fruiting wood or new growth is limited and governed as much by tree form as it is by soil and root supply. There can be no real production efficiency until right, with balance established between both top and root conditions are between them, and both tree top and soil are open for the better use of sun energy and air.

HINTS TO HOUSEWIVES

Weekly from Home Demonstration
Specialists, Tallahassee

Guava Juice For Jelly

Acid and not over-ripe fruit should be selected.

Wash guavas thoroughly, and cut into pieces. To one pound of fruit, add one quart of water. Boil gently in a deep kettle for 30 minutes or until soft, with occasional stirring. Remove from fire, straining through cheesecloth bag, then through a clean flannel bag. Heat juice to simmering, pour immediately into hot sterile containers. Seal and process quarts 15 minutes at simmering. Store in cool dark place. It is recommended that juice for making jelly be canned, stored, and made into jelly only as needed.

Guava Juice for Punch

A juice canned for jelly making purposes must not contain sugar. Juice intended for punch, however, may contain sugar in the proportion of $\frac{1}{8}$ to $\frac{1}{2}$ cup per quart, if desired. In addition, pieces of the fruit itself, cut small, $\frac{1}{2}$ cup to a quart, to be served in the punch, add considerable interest to the product.

Guava Jelly

Put 2 quarts of juice into an 8- or 10-quart aluminum boiler and bring to a boil. When juice begins to boil, add 2 quarts of sugar and stir until dissolved. When thoroughly dissolved, strain juice quickly through two thicknesses of cheesecloth to remove any foreign particles. Return to fire at once so the boiling may continue without further interruption. **COOK RAPIDLY.** No simmering should be allowed, since slow cooking, as in making preserves, tends to darken the product and destroy the pectin, causing the jelly to be less firm when finished. Cook rapidly to 228° F.

Read the thermometer accurately by having the eye on a lever with the 228° mark. Stir the jelly just before reading the thermometer and hold in center of kettle. As soon as the 228° mark is reached, remove the jelly from the fire and pour into jelly glasses. If a thermometer is not used, boil until the syrup will sheet off the edge of a spoon. This is the jelly test. The final sheet should tear off along the edge of the spoon, not in drops, but in a distinct piece.

Jelly glasses should be boiled just before use. Place clean glasses in a pan, pour hot water over and into each until completely full. Bring to a boil and allow to boil gently until the jelly is ready to pour. Then lift

glasses from water with long fork or spoon dipped in boiling water. Empty glasses quickly by shaking out the water; never wipe or touch inside with the hands. Fill them full with the hot jelly. Allow to cool for 1 or 2 minutes, then skim with a thin spoon. When cold, fill glass with a layer of hot paraffin (not merely melted) and close with hot, dry jelly glass cover. Keep in a dry, cool place.

The function of the paraffin is to exclude air from the surface of the jelly, which inhibits the growth of molds and retards or prevents evaporation.

If jellies are to be marketed, containers with an air-tight seal should be used. In this case, the covers must be applied while the jellies are boiling hot, and of course, no paraffin is needed.



Dependable as Florida's Sunshine

Experienced citrus and truck growers thruout Florida know from long experience that a V-C formula recommended for a particular purpose can be depended upon, like Florida's sunshine, to produce the best results.

For in V-C, all the necessary plant-foods to produce quality crops are found in the best form, derived from many sources — are thoroughly mixed, properly cured, and in excellent condition for handling.



May we have one of our representatives give you first-hand information how V-C will help you grow better quality crops for more profit, as it is doing for other growers whose names stand out as being significantly successful?

*You owe it to yourself to
get the facts before you
buy.*

**Virginia-Carolina
Chemical Corp.**
Jacksonville, Florida



IMPRESSIONS

(Continued from page 15)

too, is to be helpful to the growers — not to anyone else.

It rather looks as if the old conservative Bureau of Agricultural Economics had been caught up in the publicity fever which now consumes Washington. Growing steadily over a long period, the press agent business in Washington recently has reached a peak where doubtless more is now being spent upon press agents in many places than once was an entire appropriation for some bureaus and "administrations." They are good press agents, too, as far as getting into print is concerned; but the net result is entirely too much propaganda coming out of Washington to result in the public good. Maybe Agricultural Economics feels now it is necessary to get out in the public eye, along with some of the others, in order to hold its place in the sun; but will someone in authority there please, pretty please, make a more careful choice of subjects for nationwide discourse.

However, we are willing to stand for a lot from that Bureau of Agricultural Economics so long as they continue the services in Florida of H. A. (Ham) Marks of their subsidiary crop-reporting service. He is doing the best, the most painstaking and conscientious, and most intelligent job at the impossible task of guessing in advance the size of Florida citrus crops that we can imagine. We believe the Florida growers, and the industry in general, realize this; and, along with this writer, are appreciative of his services.

Thereby hangs a tale which now may be told. A couple of years or

THE CITRUS INDUSTRY

so ago, spokesmen for an important citrus group approached H. A. Marks and spoke somewhat thusly: "This forthcoming estimate is going to be of vast importance. There is always plenty of pressure upon you to make you underestimate the crop. If it should be that some of these people outtalk and out-figure you this time the result is likely to be disastrous. It looks possible that under government control there may be a national pro-rate on oranges. If so, it must be based upon the estimated crops. We hear that out in California they are alert to this, and that every pressure and device is being used to obtain, if possible, an over-estimate of the crop there. Then, if there is a national pro-rate, they will be sitting pretty. If, on top of this, you should err with an under-estimate, Florida will be in the middle of a bad fix. A lot of fruit will be left on the trees, and you can imagine the rest." They left it there, for a seasoned estimator like H. A. Marks is just about as conversational as a clam concerning his impending guesses. In due course the estimate emerged. Its fairness was not questioned. Yet later in the season, when danger of a national pro-rate had passed, one group in citrus, ignorant of what had earlier happened, got all irritated and burst into print rather freely, alleging the estimate was unduly high. Pretty thanks, wasn't it, and well evidencing the lack of leadership in the Florida industry? A lot of things happened that year, as readers will recall, but when it was all over, and the last car had been shipped and counted, we failed to note any apology from the assailants of the estimate for the fact it was demonstrated to have been a pretty accurate guess, erring, if at all, on the side of being a little too low.

Bruce Floyd now with George Bass at Lady Lake. The once two inseparables now reunited, and in harness together.

Judge Wilbur Tilden of Orlando as president of the Florida Citrus Exchange obtains wide approval. Not only for his undoubted qualifications, but for his geographical selection, proving that Polk County doesn't insist upon running the Exchange to suit itself. Rather fitting, too, since the two largest Exchange associations in point of volume today are in Orange County. The late William Edwards long headed the Plymouth association; Judge Tilden long has belonged to the South Lake Apopka Citrus Growers Assn. at Oakland.

December, 1936

Heavy Early Season Shipments May Mean Shortage

Florida Citrus Commission Warns Growers and Shippers That Excessive Shipments Now May Mean Loss Later

Excessively heavy early season shipments of citrus fruits by Florida growers and shippers, which up to the present time are more than double the shipments made during the same period a year ago, may result disastrously later in the season, and may cause a shortage at a time when prices are highest and fruit in greatest demand, is view of members of the Florida Citrus Commission.

In a statement issued at Lakeland, the Commission summarizes the situation as follows:

Florida citrus shippers who were asking several months ago how all of this year's crop could be sold, now are wondering if there will be enough fruit left for normal trade requirements later in the season.

Statisticians of the Florida citrus commission estimate that Florida has already shipped about 28 percent of its commercial grapefruit crop, while in previous years only about 20 percent of the crop has been marketed at this time. Orange shipments also have greatly exceeded those of any other season.

Grapefruit shipments to Nov. 14 totalled 4905 cars, compared with 3065 cars last year, or an increase of 60 percent. Orange shipments to the same date totalled 4929 cars, compared with 2345 cars last year, or an increase of 110 percent. Shipments during the past week, for which complete figures are not yet avail-

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able, are reported to have been equally heavy.

"If shipments continue at this rate we may find, later in the season, that we do not have enough fruit to meet the regular demands of the trade," said F. E. Brigham, commission secretary. "There is no good reason why we should rush so much fruit to market now, and plenty of reason to believe that prices later will be better."

Many canneries opened this week and nearly 30 of them will be operating next week. They are reported to have already booked orders for about 4,000,000 cases of grapefruit and grapefruit juice, which is as much as they packed all of last season. Canners expect to put up from 7,000,000 to 8,000,000 cases of fruit this season. Most of them are paying 40 cents a box for grapefruit, plus the 3-cent advertising tax.

Commission officials believe that the national grapefruit promotion, to be staged by more than 37,000 retail stores starting next January, will greatly stimulate consumption. The National Association of Food Chains, Inc., will conduct four consumer-producer campaigns for grapefruit, in which cooperating groups are expected to spend more than \$2,000,000 in special advertising and merchandising activities.

Reports were received here that the California fruit growers exchange has increased its advertising assessments from 5 to 7 cents a box on navel oranges, from 3 to 4 cents a box on grapefruit, and from 10 to 12 cents a box on lemons.

The Florida citrus excise taxes, used by the commission for advertis-

ing, are 1 cent a box on oranges, 3 cents a box on grapefruit and 5 cents a box on tangerines.

California's new orange advertising campaign is highly competitive, claiming that California oranges have 22 percent more vitamin C. The Florida orange advertising copy, which has featured the "quarter more juice slogan," this season answers the new California argument by saying that "more juice means more vitamins, too."

W. E. Leigh, Florida representative of the AAA, announced recently that

the federal government bought 157 carloads of grapefruit totalling 60,967 boxes, in its second seven day period, bringing its purchases to date to 260 cars, or 96,908 boxes.

The government will start buying Texas grapefruit soon, he said, to stabilize fruit values in that state, which will benefit the Florida program. The government price for Texas grapefruit, Leigh said, will be 29 cents for a 77½ pound field box, on the tree, compared with the Florida price of 31 cents for an 82-pound field box, on the tree.

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who want real

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Citrus Fruit Gains Ground . . .

Some facts of significance to the Texas citrus industry are revealed in the report in the Federal Farm Census on fruit tree plantings in the United States during the period from 1930 to 1935. It is shown that there were substantial increases in the number of grapefruit, orange and cherry trees, marked decreases in apple and peach trees and moderate declines in pear and plum trees and grapevines. Of special interest is the falling off in plantings of apple trees, the fruit of which is the chief competitor of citrus.

The total number of grapefruit trees on farms on January 1, 1935, was 13,161,101, which was 42 per cent greater than the number on April 1, 1930. About three-fourths of the 1935 number of trees were of bearing age and the 1934 production amounted to 19,495,340 field boxes, or 1.9 boxes per tree of bearing age. Florida maintained first rank with 5,422,566 trees on January 1, 1935, and a production of 11,227,282 field boxes in 1934, which was 57.5 per cent of the United States production. Texas, which now ranks second in both number of trees and in production, made the greatest gain during the five-year period and on January 1, 1935, had 5,295,155 trees and a production in 1934 of 3,878,920 field boxes. Market grapefruit comes from relatively few farms as only 28,150 farms reported grapefruit trees in 1935 and some of these farms had no commercial productions. Most of the new plantings were reported in Texas which in 1935 had 1,856,735 nonbearing trees as compared with 493,438 in Florida.

The number of orange trees on farms on January 1, 1935, was reported as 38,935,649, or about 22 percent above the number on April 1, 1930. Nonbearing trees for this fruit comprised about 15 percent of the 1935 total of all orange trees. The 1934 production, averaging 2.1 field boxes per bearing tree, amounted to 70,482,013 field boxes, of which California produced 67 percent and Florida 30 percent. The greatest number of nonbearing trees were reported in California which had 2,634,579 as against 2,076,538 for Florida.

Apples, occupying more acreage than any other fruit, showed a 14 percent decline in the number of

trees in the five-year period. The decline in peach trees was 15 percent; pears 9 percent and plums 10 percent. Grapevines decreased 7 percent in number. It may be assumed that increased plantings indicate increased demand, and the inference to citrus because of the latter's greater benefits to the human system. Cherry pie, however, apparently remains strong in favor.

The wise grower gives his trees the proper care during the growing season and the proper protection during the winter season.

Nothing is more pleasing to the eye than a well-kept citrus grove — and nothing more offensive than an unkept grove.

Waverly Growers Change Name And Honor W. L. Pederson

The November gathering of members of the Waverly Citrus Growers Association was marked with more than usual glamor when approximately 300 members of the association and friends made their first formal inspection of the new plant, and participated in a splendid turkey dinner served on the balcony floor of the new addition to the establishment.

Outstanding events of the evening were the changing of the name to the Waverly Growers Cooperative and the expression of appreciation on the part of the membership to the founder and past president of the organization, Mr. W. L. Pederson.

Mr. Pederson has been president of the organization up until the past July when he was voted president emeritus and the deep feeling of appreciation of the membership of the organization for his services was a most appropriately expressed by James Norton who presented Mr. Pederson with a framed, engrossed copy of the resolution passed some time ago acclaiming his invaluable services to the organization. He was likewise the recipient of a platinum watch appropriately engraved in memory of the occasion.

John D. Clark, president of the organization opened the brief business session and then turned the gavel over to Mr. Pederson. Judge Allen E. Walker introduced the resolution changing the name and it was unanimously passed.

W. L. Pederson, Jr., manager of the plant, gave a brief report of the work done during the summer in the

construction of the additions to the old plant and outlined briefly the marketing situation as it pertained to the present season.

The talented and genial James Morton was master of ceremonies and as always was capably up to the occasion.

The present plant of the Waverly Growers Cooperative is capable of handling a million boxes of fruit annually and from the standpoint of the building itself as well as of equipment is as fine as any in the state.

A balcony floor extends entirely around the new portion of the plant which enables visitors to see the plant in actual operation at all times from above the machinery. Innovations included in the plant are a library, recreation room and restaurant for the uses of the employees as well as a fine athletic field where outdoor recreations may be indulged in.

The only speaker on the occasion of the meeting was Dr. A. F. Camp, horticulturist in charge of the Lake Alfred State Experiment Station who told the assembled audience of his recent visit to Texas.

He stated that people who had the idea that the Texas grapefruit industry was a temporary business were badly mistaken. On the other hand he ventured the opinion that it was fast becoming a powerful rival of Florida.

He went into some detail as to the methods used in growing grapefruit in Texas together with his observation of soil and tree culture common in that state.

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CHANGES IN FEDERAL FRUIT AND VEGETABLE QUARANTINE

The Mexican Fruit Fly Quarantine No. 5 (Foreign) which has prohibited the entry into the United States of oranges, grapefruit, sweet limes mangoes, achras sapotes, peaches guavas, and plums since 1913 will be lifted December 1, 1936, according to an announcement by the United States Department of Agriculture. On that date the entry of these fruits from Mexico automatically falls under the provisions of the Fruit and Vegetable Quarantine No. 56 (Foreign) which provides that they may enter only when so treated as to eliminate pest risk.

The Department also announced a revision of the regulations under the Fruit and Vegetable Quarantine No. 56 to take effect at the same time the Mexican Fruit Fly Quarantine is lifted. These changes clarify provisions on the entry of certain products so treated as to eliminate the risk of introducing injurious pests or of products which may be admitted subject to prescribed safeguards.

The Department of Agriculture has also announced a revision of the Mexican fruit worm quarantine. This quarantine applies to the counties of Cameron, Hidalgo, Willacy and Brooks in the Rio Grande Valley in Texas. The provisions of this regulation require the maintenance of a host-free period during which no host fruits are permitted to develop in groves or to exist elsewhere in the regulated area except under certain specified conditions. This period begins during the month of March and extends for seven counties.

Under the revision of the regulation, authority to make such modifications as may be considered necessary with respect to the duration and dates of commencement and termination of the host-free period

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within the regulated area is delegated to the Chief of the Bureau of Entomology and Plant Quarantine.

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Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

2 YR. FIELD GROWN ROSE BUSHES: Red, Pink, Shell, Salmon, White Radiance, Hollande, Columbia, Briarcliff, Sunburst, Pres. Hoover, Victoria, Talisman, Sensation. All 19c each, postpaid. Ship C.O.D. NAUGHTON FARMS, Waxahachie, Texas.

SAUSERIENCE LEPIDODOLIA—(So-called Brazilian oak), resembles Australian pine. Grand for wind-breaks. Cold resistant. Beautiful. Send for sample of foliage. \$6.00 per 100. S. S. Matthews, Homestead, Fla.

ALYCE CLOVER, the best legume for hay or covercrop. Write for information. Hardin Groves, Box 63, Lakeland, Fla.

FOR SALE—80 acres good citrus land, two miles northwest of Cocoa, Brevard County, Florida. Price \$1600.00 cash. S. Hendry, City Point, Florida.

Fine Hamlin Buds ready fall delivery. Place orders now. Zellwood Nurseries, Zellwood, Fla.

FILMS DEVELOPED 2 prints of each 25c; 20 reprints 25c. Pine Photo, Y-5134 Nevada, Chicago.

THRIFTY TREES and budwood from record performance Perrine Lemon parents. Persian Lime and other citrus varieties. DeSoto Nurseries, DeSoto City, Fla.

CROTALARIA—New crop, high quality, double cleaned, scarified Crotalaria Striata seed for sale. Attractive prices. Carolinas' Crotalaria Co., Camden, S. C.

UP to \$20.00 paid for Indian Head Cents: Half Cents \$125.00; Large Copper Cents \$500.00, etc. Send dime for list. Romanosinshop, D. Springfield, Mass.

LARGE CITRUS trees for replanting at special low price. Grafted avocado trees and budwood of Perrine lemon and Tahiti limes. WARD'S NURSERY, Avon Park, Fla.

FOR SALE—Small packing house machinery and equipment complete. Apply Hector Supply Company, Miami.

MEN WANTED—Sell shirts. No experience necessary. Free samples. Commission in advance. Free ties with shirts. Carroll Mills, 875A Flatbush Ave., Brooklyn, N. Y.

CHOICE SOUR ORANGE SEEDLINGS for fall planting, very desirable stock. S. G. Coburn, Dade City, Florida.

HARDIN'S SPERRYOLA Lemon, a profitable adapted commercial variety for all sections. Hardy, prolific grower and producer. Limited number choice trees. Hardin Nurseries, Box 63, Lakeland, Fla.

WANTED—Man with from ten thousand to twenty thousand dollars to grow an entirely new orange for the U. S. markets. Cheap lands, no cold, plenty water, no fertilizer. A world beater in an orange. Patented.—Address, Buen Negocio, Gavea-1, Holguin, Cuba.

PERSONAL—Quit Tobacco easily, inexpensively, without drugs. Send address. N. A. Stokes, Mohawk, Florida.

CITRUS NURSERY TREES, standard and new varieties on Cleopatra and Sour. Priced from 30c up. Grand Island Nurseries, Eustis, Fla.

FREE Booklet describes 87 plans for making \$20-\$100 weekly, home or office, business your own. Elite Service, 505 Fifth Ave., New York City.

WANTED—To hear from owner having good farm for sale. Cash price, particulars. John Black, Chippewa Falls, Wisconsin.

PUREBRED PULLETS FOR SALE—White Leghorns and Anconas ready to ship. Barred Rocks and R. L. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

FOR SALE—Selected budwood and trees of Perrine lemon, Tahiti lime, new varieties tangelos and other citrus. Ward's Nursery, Avon Park, Fla.

SCENIC HIGHWAY NURSERIES has a large stock of early and late grapefruit and oranges. One, two and three year buds. This nursery has been operated since 1883 by G. H. Gibbons, Waverly, Fla.

NEW COMMERCIAL lemon for Florida, the Perrine; proven. All residents need yard trees, keeping Florida money at home. Booking orders for budded stock for winter delivery. DeSoto Nurseries, DeSoto City, Fla.

CITRUS SEEDLINGS, all root stock varieties. \$10.00 per 1000 up. Grand Island Nurseries, Eustis, Fla.

SEED—Rough lemon, sour orange, cleopatra. New crop from type true parent trees. Also thrifty seedlings. DeSoto Nurseries, DeSoto City, Florida.

BUDDED trees new Florida commercial lemon, proven, thin skinned, juicy, scab immune. Also rough lemon, sour orange and Cleopatra seed and liningout seedlings. DeSoto Nurseries, DeSoto City, Fla.

SEEDS—ROUGH LEMON, SOUR ORANGE, CLEOPATRA. Pure, fresh, good germination. Also seedlings lineout size. DeSoto Nurseries, DeSoto City, Fla.

CROTALARIA SPECTABILIS—Seed for sale. New crop, well cured, bright and clean. Price 25c per pound in 100 pound lots and over, 30c per pound in less quantities, f.o.b. Hastings, Bunnell, Lowell and San Antonio, Florida. F. M. LEONARD & COMPANY, Hastings, Florida.

WANTED—Position as packing house foreman; in citrus business twenty-five years; ten years' experience as foreman; married man. J. R. Henry, Okahumpka, Florida.

WANTED—To hear from owner of land for sale. O. Hawley, Baldwin, Wis.

2 YEAR FIELD GROWN ROSES: Red, Pink, Shell, Salmon, White Radiance, Hollande, Columbia, Milady, Luxemburg, Edel, Padre, Victoria Talisman, Persian. All 19c each, postpaid, ship C.O.D. Catalog free. NAUGHTON FARMS, Waxahachie, Texas.

